



ASAP Committee/Task Force Reporting Document

Committee/TASK FORCE: Arizona Underage Drinking Prevention Committee

Name of Chair: Dr. Laura Nelson

Name of DSAP Staff Support or Coordinator: Briana Kreibich, SPF SIG Project Director

Status updates on committee goals or work elements (Provide bulleted responses.)

- The Governor's Office did receive a response from Old Navy in January, stating they appreciated our feedback and they will submit our comments to the merchandising and design teams. However, there was no commitment made to discontinue selling merchandise that promotes binge drinking among youth.
- In addition, the Yuma Anti-Drug Coalition had an article publishing our efforts along with theirs with Old Navy. An Old Navy spokesperson was quoted in the article saying ""These graphic tees were designed for adults. That's old navy's target customer. The average age actually is twenty-nine." "They have been amongst the most popular items over the past five years," says Callagy. "So I don't believe we have any plans to stop selling them."
- The Arizona Department of Health Services has continued to provide webinar training on environmental prevention strategies to prevention providers throughout the state.
- UAD Committee member agencies and community coalitions across the state have partnered to recruit schools for the 2010 administration of the Arizona Youth Survey. Currently 422 schools are signed up for the AYS and ACJC has sent out 104,211 surveys. These are just estimates as not all schools that sign up follow through with administering the survey.

What barriers or challenges have you faced in meeting goals or outcomes? Be specific.

- The Underage Drinking Committee was to provide training to state employees on UAD in May of 2010, via the Lunch n' Learn Sessions. The 2010 sessions were canceled due to the budget.
- Several communities that were implementing underage drinking prevention initiatives have received cuts in their prevention funding due to the state budget. This will reduce some communities' capacity to address underage drinking prevention.

Identify next steps in the implementation of your plan.

- At the next meeting in March the committee will review current outcomes and discuss actions steps to move forward on for 2010.
- The Epidemiology Workgroup is meeting to calculate the cost benefit Arizona has received from the reduction in 30-day youth alcohol use in February.

Identify any specific action you might seek from ASAP (e.g., legislation, funding support, training collaboration or coordination, staff support).

- The committee would still like to provide workplace training on Underage Drinking to state employees although the lunch n' learn sessions are no longer available. The committee is requesting ASAP member agencies allow an optional training to their employee on underage drinking that could be provided at no cost by committee members. Please contact the DSAP staff assigned to the committee if your agency is willing to allow this training.
- The committee is seeking input from the committee on how they would like to respond to Old Navy. Since no substantial action has been taken by the company, below are several options ASAP and the committee can move forward with.
 - Draft a press release announcing the lack of action on Old Navy's part to discontinue selling merchandise that promotes binge drinking among youth.
 - Respond to the company, regarding their 29 year old target audience and outline the impact of alcohol abuse among Arizona adults.
 - Reach out to other community-based prevention organizations in the Nation to join the cause and request their support in contacting Old Navy. This could be done through a list serve for Drug Free Communities Grantees.

Please announce any key events or activities for your committee in the next two months.

The next committee meeting is scheduled for March 8, 2010.